WE CLAIM:

1. A system for use by a sales administrator for allocating product, comprising:

an accounts interface for allowing the sales administrator to define accounts for product allocation;

a products interface for allowing the sales administrator to define products for allocation;

an allocation interface that enables the sales administrator to assign an allocation method for each defined product;

a computer program that summarizes analysis statistics by allocation method, time and products;

a statistics interface that displays the summarized analysis statistics and enables the sales administrator to perform a historical analysis of product performance by account; and

a computer program that allocates a launch quantity to each account for a new product launch and allocates product to each account for replenishment of a previously launched product based on the allocation method assigned to the product.

2. The system of claim 1, further including a redistribute procedure that uses product availability measures to redistribute the allocations based on product availability and allocation methods used.

3. The system of claim 1, further including an allocation interface that shows the allocations for a selected product.

4.   The system of claim 3, wherein the allocation interface enables the sales administrator to make manual adjustments to the computer generated allocations.

5.   The system of claim 1, further including a procedure that loads the allocations into an order processing system.

6.   The system of claim 1, wherein the products interface enables products groups to be defined.

7.   The system of claim 1, wherein the accounts interface enables account groups to be defined, and the allocation interface enables an account group to be selected for display of the allocation.

8.   The system of claim 2, wherein the redistribute procedure takes product advertisement information into account when redistributing allocations.

9.   The system of claim 8, further including an interface to an ad planning system which provides the advertisement information to the system.

10.   The system of claim 1, wherein the allocations methods are at least one of fixed, variable and dynamic.

11.   The system of claim 1, further including a logging function that enables display of revision history for allocations.

12.   The system of claim 1, wherein the statistics interface displays historical information for related products for use by the sales administrator in making allocation decisions.